

FY 2025 Disaster Supplemental: Using Data to Define Impact

Before You Start

This sheet is designed to help you craft Impact and Engagement Narratives for Paths 1 and 2 and Overarching Narratives for Path 3. While every pathway requires a narrative statement, the details vary by path. Before you begin, take time to review the requirements for your chosen pathway.

Note: Please consult the FY 2025 Disaster Supplemental NOFO (Appendices I.1, I.2, and I.3) for detailed requirements for each narrative.

For more information: Visit the EDA Disaster Supplemental website at <https://www.eda.gov/strategic-initiatives/disaster-recovery/supplemental/2025>

Narrative Requirements	
Path 1 →	Impact & Engagement Narrative
Path 2 →	Impact & Engagement Narrative
Path 3 →	Overarching Narrative

Step #1: Define the Baseline

First, define the local economic conditions prior to the disaster –referred to as the baseline. The baseline will serve as the reference point for measuring both the economic impact of the disaster and the projected benefits of the proposed project. Applicants can use a range of economic or policy indicators and data. FY 2025 Disaster Supplemental grants are designed to help disaster-impacted areas accelerate recovery and exceed baseline economic conditions.

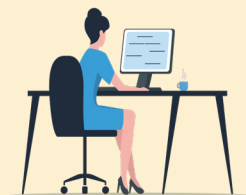


For example, Any Town, USA, wants to build an advanced manufacturing training center to grow the region's workforce and help retain a major employer. It may consider indicators like pre-disaster employment, local unemployment rates, average wage by sector, and expanding the tax base to demonstrate project contributions to workforce stability and regional economic activity. See [metrics table for more examples](#) (XLSX).

Step #2: State the Disaster Impact

Clearly articulate the scale and nature of the disaster impacts to the local economy. The data used to demonstrate disaster impacts must articulate how the proposed project will address your recovery and economic needs. Disaster-impact narratives can highlight data on employment or supply-chain disruptions, shifts in business activity, wage trends, and more.

Consider cascading effects when calculating disaster impacts. For example, the disruption of utilities causes the extended closure of a downtown small business center, reducing overall customer traffic. This leads to local job losses, which further reduces consumer spending and threatens to disrupt local small-business revenue, putting additional businesses at greater risk of closing.



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Step #3: Estimate Project Benefits

Define how the proposed project will restore and transform local and regional economic activity beyond the pre-disaster baseline. Include clear, measurable, ambitious, and achievable milestones that can be tracked over time to demonstrate long-term impact.

Connecting the Dots: Baseline to Benefit

The example below illustrates one way to use metrics to explain expected recovery outcomes. This is not the only approach, but it demonstrates how combining qualitative and quantitative information across multiple time horizons can tell a compelling story. Remember to use measures that are reproducible and/or from a trusted/verifiable source.

What Happened & Why the Project Matters

A major disaster hit a local community causing increased unemployment, reduced average annual wages, and led to significant business closures. But with federal investment, the project is expected to attract a new employer into a community, thus stimulating high-wage job creation, increasing economic activity, and improving market conditions for local businesses — driving long-term recovery and growth across employment, wages, and small business outcomes.

Quantitative Metrics Over Time

	Step #1: Baseline		Step #2: Impact	Step #3: Project Benefits			Baseline Additional
Metric	Pre-Disaster	Post-Disaster	0-5 yrs after Project	% Change (0-5 yrs)	5 yrs+ after Project	% Change (5 yrs+)	
Unemployment Rate	8%	15%	10%	25% change	6%	-25% change	* 50,000 working-age residents
Avg. Annual Wage	\$42,000	\$38,000	\$43,000	2.4% change	\$48,000	14.3% change	* Median income: \$40,000
Small Business	1,200	850	1,100	-8.3% change	1,350	12.5% change	* 60% of local businesses small

Quick Tip: Don't Just Tell the Story—Prove it with Data

Don't just tell the story, prove it with data. Data helps connect the project's expected economic shifts to real, measurable outcomes, demonstrating how the investment will:

- Reduce unemployment to 10 percent in the short term, and further to 6 percent in the long term — better than pre-disaster levels. This equates to a 60 percent reduction in unemployment from post-disaster levels and 25 percent reduction from the baseline.
- Initially increase average wages to \$43,000 and projected to rise to \$48,000, suggesting new economic growth.
- Return the number of small businesses to pre-disaster levels in the near term. Small-business growth is anticipated in the long-term, showing renewed investment and entrepreneurship.